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SANTA BARBARA

(described on inside front cover)

Iris
Hemerocallis
Oriental Poppies

FRANK M. RICHARD, JR.
Fort Collins, Colorado

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★ JUL 19 1933 ★

U. S. Department of Agriculture

1938
Mid-
Summer
List

Santa Barbara — distinctive with its wide-spreading flaring falls; outstanding for its purity of blue color, huge size and perfect form. Early. Illustration on cover is an ordinary field-grown spike showing its usual habit of holding four open blooms on each stalk. Priced most reasonably this year **20c each, 3 for 50c, 10 for \$1.00**

illustrated on front cover



BUSINESS TERMS — Please read before ordering

Our business is conducted on a cash basis; please enclose remittance with order. We shall be glad to fill C. O. D. orders when $\frac{1}{2}$ of the total accompanies the order. Please send postal or express money order or add 5c for bank collection charge on personal checks.

Prices quoted herein include packing ready for delivery or shipment and also **all delivery charges on orders of \$5.00 or more.** Invoices of less than \$5.00 will be charged 15c for city delivery; out of town orders will be shipped either insured parcel post or railway express, whichever is cheaper.

While we exercise the utmost care to send out stock that is true to name, mistakes sometimes occur; in such cases we are glad to replace such untrue stock or refund the purchase price, whichever you prefer. Our gardens have been inspected by the state entomologist and all stock certified as free from insect pests and plant diseases. All stock is in good live growing condition when delivered and detailed planting directions are available for the asking but as we have no control over future growing conditions we cannot be responsible for its future life, quality or productiveness.

FRANK M. RICHARD, JR.

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FORT COLLINS, COLORADO

Modern Tall Bearded Iris

There are literally thousands of different varieties of tall bearded (commonly called German) iris and scores of new ones introduced every year. Only a few of these thousands are truly distinctive with all-around merit combining vigorous, healthy habit of growth, freedom of bloom, size and worthwhile color.

It's part of our business to cull out needless duplication of colors and types, weak-growing kinds and those that have been superseded by new improved varieties. That's why our list is short. Every variety in it is good.

New or Noteworthy German Iris

Depute Nomblot — winner of Dykes memorial medal, highest international honor an iris can receive. Considered one of the world's finest red iris. Of gigantic size and perfect form and texture on tall, nicely branched stems. S, coppery-red, flushed golden bronze; F, rich claret-crimson. **each 35c, 3 for 60c**

Dolly Madison — very large flowers of fine form and heavy substance. A beautiful blend of soft mauve with light yellow, with a bright orange beard. **each 25c, 3 for 60c**

Grace Sturtevant — exceedingly rich red-brown and carmine blend, illuminated with very bright yellow beard. **each 35c, 3 for 75c**

Henri Riviere — Delicate shades of soft yellow and pale lilac-mauve in a most subtle and fascinating blend. Huge flowers on strong, well-branched stems **each 25c, 3 for 60c**

Mabel Taft — an improved Lent A. Williamson, even larger than that grand variety . . **each 35c, 3 for 75c**

Persia — massive blooms in a most distinctive blend of silvery lavender, dove gray and rich purple, of glistening silky texture and sweetly scented **each 35c, 3 for 75c**

President Pilkington — Huge pastel blend of lavender, blue, buff, yellow and rose, with striking gold beard. Very free bloomer, winner of many awards **each 35c, 3 for 75c**

Red Dominion — luxurious red velvet, wide flaring falls, fragrant. An outstanding variety. **each 60c, 3 for \$1.40**

Sacramento — a giant plicata, creamy white dotted and edged red brown. With San Francisco the best of the new plicatas. . . **each 25c, 3 for 60c**

San Francisco — one of the largest and finest plicatas. White with feather stitched edge of blue. Very tall and prolific. Early and heavily scented. Winner of Dykes memorial medal, highest international honor. Introduced at a very high price, we now have a good stock and can offer it at **25c each, 3 for 60c, 12 for \$1.80**

Sensation — fragrant clear cornflower blue self **each 35c, 3 for 60c**

William Mohr — gigantic lilac, veined purple. Plant and roots small but flowers immense. A truly magnificent variety, entirely different from any other iris. We haven't a large stock but price it modestly **each 25c, 3 for 60c**

Bargain Counter Group

In this group are very good iris at the lowest possible prices for large, first class roots. All of them sold at one to 25 dollars each only a few years ago but we have increased our stocks to where we can offer the entire list at one low price.

20c each 3 for 50c
10 for \$1.00 25 for \$2.00

Ambassadeur — S, bronzy violet; F, red-purple

Antares — S, soft cream; F, white spotted blue

Baldwin — huge manganese-violet self

Bruno — S, bronze tinted lavender; F, velvety wine-purple

Candlelight — light pinkish lavender richly highlighted with a golden glow

Dr. Chas. Mayo — large pink self

Erin — large violet blue bicolor

Fra Angelico — beautiful blend of blue falls with honey-colored standards

Frieda Mohr — immense blooms S, light lilac pink; F, deep lilac rose. One of the most fragrant of all iris.

Katherine Fryer — S, bright yellow; F, deep purple

Midgard — lovely combination of pink and yellow

Mme. Chereau — dainty plicata, white edged blue

Mother of Pearl — pearly lavender self

Opera — still one of the best "reds"

Pluie d'Or — deep golden yellow self with bright orange beard

Princess Beatrice — mid-blue self, sweetly scented

Salonique — S, white; F, wine purple

Santa Barbara — early mid blue with wide-flaring falls, large and extra fine

Snow White—pure white self, bright yellow beard

Souv. de Mme. Gaudichau — deep blue self; one of the best of all

Taj Mahal — tall, free blooming white, bluish beard

Zwanenburg — earliest of all German iris. Unusual novelty color blend S, cream flushed with soft violet; F, rich old gold splashed maroon.

Zua — early lilac white with crinkly edged "crepe paper" texture

Dwarf Bearded iris Atroviolacea — earliest iris, blooms with tulips, or before, extremely showy rich red-purple on stems only five inches tall . each 20c, 3 for 50c, 10 for \$1.00

Look over this list again. Many of these varieties belong in the "new or noteworthy" group — they're as large and fine as any iris in commerce today, still they have been on the market long enough that they have won their reputations through sheer merit and hold their high places while other varieties come and go.

They're in this group simply because we have enough of them that we can afford to price them lower — they are real bargains. Don't miss this opportunity to get these famous varieties at such low prices.

Frieda Mohr, Santa Barbara, Ambassadeur, Midgard, Pluie d'Or, and others have always cost from 3 to 10 times as much. This is your chance to get these and other aristocrats at the lowest prices ever.

Bearded iris can be moved any month of the year but best results follow late summer planting. We do our own planting in August and early September and deliver all orders at this time unless delivery is requested at some other date.

Beardless species including Siberian varieties should be planted in early September and covered with a coarse mulch the first winter.

Landscape Varieties

Not all iris are suited to landscaping or mass planting. A good landscape iris must be extra free-flowering with blooms on long, strong stems that hold them well above foliage; must be a clear, self color.

These iris are especially effective in mass plantings; the larger the planting the more gorgeous they are—lavish bloomers in strong, brilliant, solid colors.

- Amber—bright yellow
- Duke of Bedford—deep, velvety violet-purple
- Dream—clear, bright pink
- Princess Beatrice—lovely mid-blue, deliciously fragrant
- Souv. de Mme. Gaudichau—rich deep blue without purple

We grew quantities of these so you can plant them by the hundred and priced them so the most modest budget can afford a planting of several hundred square feet.

\$5.00 per 100

for any of the above. You may have as few as 30 of one kind at the 100 rate. In smaller quantities: 10 for \$1.00; 3 for 50c, 1 for 20c.

THE MOST OF THE BEST
FOR THE LEAST

Perhaps you don't care about knowing the names of your iris but want simply the biggest possible display at the least possible cost. Here 'tis—

Collection I-1 10 distinctively different varieties covering the complete gorgeous color range of our modern iris, 1 root of each, unlabeled, for only \$1.00. 3 of each, 30 plants in all for only \$2.00.

Collection I-2
10 roots for 50c (at least 3 distinct varieties)
30 roots for \$1.00 (at least 7 distinct varieties)
100 roots for \$2.50 (at least 15 distinct varieties)

Beardless Iris

Ochroleuca — a tall variety of the spuria group, flowers resemble the florist Dutch iris but are much larger, white with orange blotch on falls, very beautiful and exotic. (clumps seem to need to be a little crowded to bloom well. Do not transplant often) each 25c, 3 for 60c (just half last year's price)

Shelford Giant — giant-flowering ochroleuca, same shape but much larger, will grow to 6 feet under favorable conditions. Price reduced from last year to \$1.50 each

Pseudocorus — a water iris! yellow beardless species doing best in marshy ground near pools but will also grow and bloom in drier places. each 35c, 3 for 75c

Siberian Iris

Hardy varieties that are prodigious bloomers, established clumps often producing 50 or more long thin tubular stems rising from narrow, ornamental grass-like foliage. They make excellent cut flowers, lasting a long time in vases in the house. Excellent for landscaping, especially around a pool. They do best with more moisture than should be given German iris and like some humus or very well-rotted manure in the soil but will do well most anywhere except under extreme drought conditions.

We have grown many varieties but in line with our policy of offering only those varieties which prove dependable we have cut the list to four varieties, all distinctive, top-notch sorts we can highly recommend.

Perry's Blue — a wide-petaled variety of brilliant mid-blue. Very free bloomer on tall stems. each 25c, 3 for 50c

Emperor—Rich, deep violet-blue color. Flowers are large, of good form and texture, on tall stems. each 25c, 3 for 50c

Superba — large violet-blue flowers, handsome foliage, free blooming variety. 25c each, 3 for 50c

Siberica blue — very tall, blooms profusely, light blue, especially good near pools. each 25c, 3 for 50c

Orientalis — medium height, showy deep purple-blue color. Plant this in front of the other varieties. each 25c, 3 for 50c

AMUR DAYLILIES

(*H. middendorffii*)
in the field

Oriental Poppy
Beauty of Livermere
in the background



Dependable Hemerocallis

"The perennial supreme". They thrive in any soil, asking only a spot in the sun (but they'll do well in light shade, too.) They are absolutely hardy; they are not pestered by insects—they're "foolproof".

Flowers are large size, borne well about the foliage on many-flowered stems; trumpet shaped, much resembling true lilies. Their blooming season runs from late May to August.

H. middendorffii (Amur daylily) — earliest, closely following tulips. Bright golden orange, very profuse bloomer. 30c each, 4 for \$1.00

H. flava (lemon daylily) — May-June blooming, clear lemon yellow color, delightfully fragrant. With the pink iris Dream or Dr. Chas. Mayo it makes a beautiful color harmony 35c each, 3 for \$1.00

H. fulva (Europa daylily) — coppery-orange shaded crimson, blooms in July. Tall, showy, needs practically no care and blooms at a time when few other perennials bloom. 30c each, 4 for \$1.00

H. Kwanso—rare and unusual double-flowering form of the above. 40c each

NEW HYBRID DAYLILIES

Apricot—light apricot-orange, reverse deep brown-orange. 50c

Calypso — large clear lemon-yellow. Night blooming. July-August. 75c

Hemerocallis (daylilies) should be planted in September or October and mulched the first winter.

Oriental poppies must be planted in August—that's the only time they're dormant. Failure always follows spring planting and usually late fall planting. They need only a light covering through the winter as they begin to grow in late autumn and stay nearly evergreen throughout the winter.

- D. D. Wyman**—large bright golden yellow. August **\$1.00**
- Florham**—golden yellow, fragrant. June **50c**
- George Yeld**—rich orange, flushed rose. July-August **\$2.00**
- Hyperion**—Very large, waxy blooms of soft canary yellow. One of the largest and best of the late-blooming varieties. July-August **\$1.50**
- J. A. Crawford**—large-flowering apricot yellow, July **\$1.00**
- Lemona**—pale lemon yellow. July-August **\$1.00**
- Lemon King**—one of the best of the lemon-yellows. Fluted petals **50c**
- Mikado**—Dr. Stout's famous hybrid. Orange with dark red band **\$2.00**
- Ophir**—Very large golden yellow **\$1.00**
- Soudan**—same color but larger and better than the lemon daylily. Blooms in July. Broad overlapping petals **\$3.00**
- Sunny West**—immense waxy flowers of pale canary yellow. One of the latest. August-September **\$2.00**
- Vesta**—deep orange yellow flushed orange-red. August **\$3.00**
- Wau-Bun**—Broad, slightly recurved petals of cadmium yellow, faint overcast of fulvous-red. July-August **\$3.00**
- Winsome**—Cadmium-yellow reverse tinged brownish red, a little lighter than Apricot and larger. June **\$3.00**

- Lulu A. Neeley**—deep spectrum red with narrow black blotch. This is a prolific, wonderfully free bloomer with large flowers on unusually tall stalks **each 75c, 3 for \$2**
- Trilby**—exquisite begonia rose with large black blotch, petals beautifully plaited and ruffled. Unusual color and very late bloomer, extends the poppy flowering season over a longer time. **each 75c, 3 for \$2.00**
- Mrs. Perry**—early bloomer, lovely bright strawberry pink with small blotches. Very free-flowering, the best pink of all. **each 35c, 3 for \$1.00**
- Beauty of Livermere**—early blood red, tall and handsome. **each 35c, 3 for \$1.00**
- Olympia**—earliest of all, bright grenadine red, overlaid orange, no blotch. This is the only double poppy and is unique, having from 20 to 50 petals. Blooms two weeks ahead of the others. Growing from runners, it multiplies rapidly and blooms prolifically. One you must have **40c each, 3 for \$1.00**
- Scarlet**—the old-fashioned common variety. **20c each, 6 for \$1.00**
- Wurtembergia**—largest of all poppies, flowers as big as dinner plates. Brilliant spectrum red petals like pieces of silk, medium blotch. One of the "three finest" **50c each, 6 for \$2.50**

Dazzling
Oriental Poppies

In bold, barbaric colors of their tremendous flowers modern Oriental poppies are unrivaled by any other flower. Hybridists have given us new types and colors, increased size; in line with our policy of offering fewer but finer varieties we present the best, most distinctive kinds of this gorgeous flower. Incidentally, we're offering "the world's three finest poppies"—Lulu A. Neeley, Wurtembergia, Trilby—heretofore costly varieties, at new low prices, about half last year's rate.

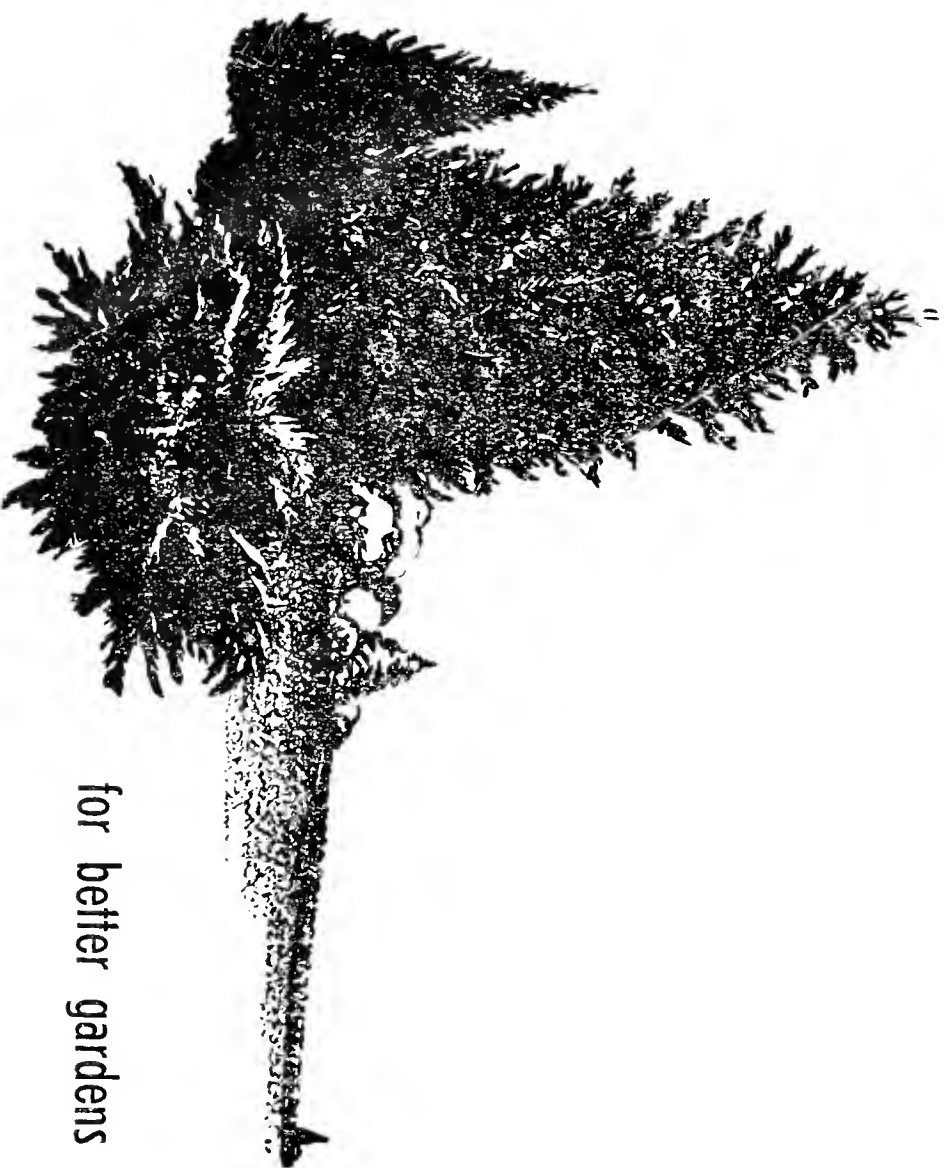
Poppies are easiest of all perennials to grow—if planted in the dormant season, which is midsummer. To plant at any other time is to court failure but if planted in August they grow amazingly.

Poppy collection No. 1—The "three finest" poppies — **Lulu A. Neeley, Trilby and Wurtembergia**, together with **Olympia**, the early double poppy, correctly labeled, all four for only **\$1.75. 3 of each, a dozen of the world's best poppies for only \$5.00 (\$6.25 value)**

Poppy collection No. 2 — Bargain grouping of 2 pink (Mrs. Perry), 2 blood-red (Beauty of Livermere) and 2 double poppy (Olympia), a half dozen fine 2-year old roots of 3 distinctive colors, each variety labeled, **\$1.20**. You save one dollar from the price of these if ordered separately.

Get both collections—18 plants in all, 5 finest varieties, complete range of color and complete season of bloom from earliest to latest for only \$6.00.

FRANK M. RICHARD, JR.
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FORT COLLINS, COLORADO



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